

From: MWINOKUR--VUS0212A Date and time 09/13/93 07:48:39  
 To: JPUOTILA--VCH0021A Johan Puotila SCARLSON--VCH0021A  
 cc: IBONNIER--VCH0021A Ingemo Bonnier TLATTANZ--DSVPMUSA T LATTANZIO  
 AANDRADE--VCH0021A Anthony Andrade HMOBARG --VCH0021A Hampe Mobarg  
 HLYBEROP--VCH0021A H. Lyberopoulos EMONTGOM--VCH0021A Eva Montgomery  
 SDORTA --VCH0021A Sibylle Dorta MFIRESTO--VCH0021A Marc Firestone  
 NHALIM --VCH0021A K. Ian Ferguson DGREENBE--VCH0021A D. Greenberg

From: Matthew Winokur  
 Subject: Children's smokefree air conference  
 Would like to see program. But based on reports, agree non-action is not one of our options.

Think you should plan as at least one option a parallel initiative that would result in making industry views on both facts and extremism of anti's conclusions (Norwegians should recoil at non-common sense view that they've been engaged in child abuse for years). Could include press statement, media availability, VNR, etc.

Then, up to last minute we could decide whether to confront Blum with in person rebuttal/challenge.

\*\*\* Forwarding note from JPUOTILA--VCH0021A 09.13.93 12:30 \*\*\*  
 To: SCARLSON--VCH0021A Stig Carlson

From: Johan Puotila  
 To : Stig  
 Subject: Children's smokefree air conference

Stig,

the more I read the programme, the more I feel like we should give this event very serious consideration and carefully plan how to best tackle this. I think only one alternative is outruled: the industry/us watching this event as passive by-standers.

Hence, the idea of either us or perhaps the Norwegian NMA or Langaard submitting a statement to the conference/the media should carefully be looked into.

We could even consider a dual approach: a statement by the Norwegian NMA, and some PM/STA representatives participating. This I say well aware of the fact that participating in this would be no picknick and would require besides careful risk assesment, also extensive preparations.

The printed programme includes the following: "Plenary discussion chaired by journalist Lottelise Folge. A representative of the tobacco industry defies Blum's accusations. In addition a representative from NCU and the Nordic Health Ministers participate in the panel." So, the stage is set. If nobody is to participate from the industry and no public statement is made on where we stand and why we don't participate, this will be interpreted by the organisers - as well as by most of the media and others interested - as "pleading guilty". This also means that we can't comment on even the most arrogant lies presented during the debate. And there will be many (chocolate cigarettes to children in Poland etc....)

An open statement from the NMA (PM) to the conference could simply state why they decided not to participate in the programme, as well as make clear their viewpoint on issues like juvenile smoking and ETS. The letter could be either very reasonable and constructive or then somewhat provocative, due to the nature of the event.

There would be an obvious reason why not to participate: The event seems

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